



A RESEARCH REPORT BY BOOKNET CANADA

BNC RESEARCH

7.2020

June SalesData
Market Report



BOOKNET
CANADA

CONFIDENTIAL TO BNC SALES DATA SUBSCRIBERS
© BOOKNET CANADA 2020



Table of Contents

Introduction	3
Report Data	3
Report Weeks	3
All Market	4
Ring Fence Market	5
Fiction: All Market	6
Fiction: Ring Fence Market	7
Non-Fiction: All Market	8
Non-Fiction: Ring Fence Market	9
Juvenile: All Market	10
Juvenile: Ring Fence Market	11
Juvenile Fiction: All Market	12
Juvenile Fiction: Ring Fence Market	13
Juvenile Non-Fiction: All Market	14
Juvenile Non-Fiction: Ring Fence Market	15
Young Adult: All Market	16
Young Adult: Ring Fence Market	17
Young Adult Fiction: All Market	18
Young Adult Fiction: Ring Fence Market	19
Young Adult Non-Fiction: All Market	20
Young Adult Non-Fiction: Ring Fence Market	21
Year-to-Date Comparison: Volume	22
Year-to-Date Comparison: Value	23
Week Numbers: 2020	24

Introduction

The purpose of this SalesData market report is to give you easy insight into how the marketplace performed in the previous month, and how it performed in that same month for the past two years. Combining the information present here with data specific to your own organization can highlight any correlation or special relationships your data have with the marketplace.

Report Data

This report compares the volume and value of all books sold in the marketplace for the month of May in the years 2018 to 2020. Also included in this report is a Year-to-Date overview of all books sold (volume and value) in the marketplace in this year and last year. Volume sold refers to the number of units sold for recorded titles. Value sold is calculated using the list prices multiplied by the number of units sold for each recorded title. Subjects included are Fiction, Non-Fiction, Juvenile, Juvenile Fiction, Juvenile Non-Fiction, Young Adult, Young Adult Fiction, and Young Adult Non-Fiction.

The marketplace data is divided into:

- All Market: data from all retailers who currently provide us with their sales data.
- Ring Fence: new retailers are added to BNC SalesData every year, resulting in increasing overall sales figures for older titles. In order to eliminate this skew, we created a “ring fence” around a core group of retailers. We use the data gathered from within this ring fence to show year-over-year sales from a constant set of retailers, reconfigured in January 2018 to better represent the

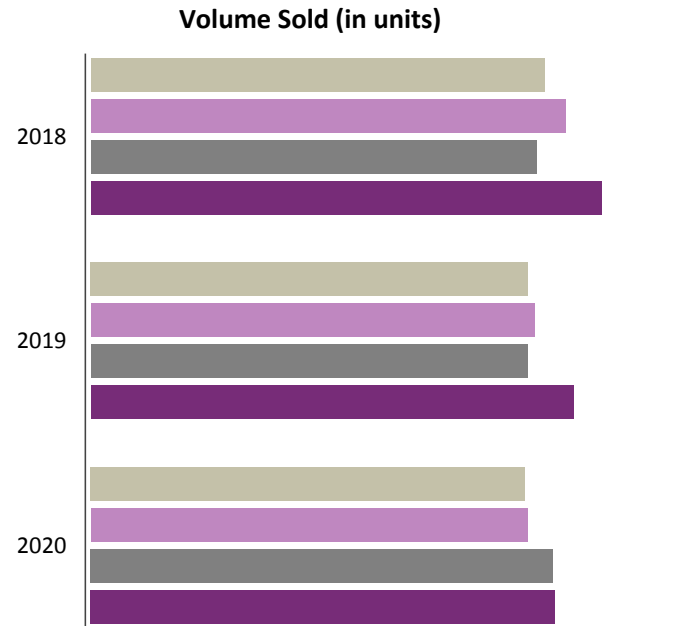
Report Weeks

The way we determine how weeks fall into months in SalesData is based on the ISO standard for determining how weeks fall into years. The same number of weeks is compared for each year, even if the time period for a selected month may also include a few days’ worth of data from the previous month or the following month. See the end of the report for week numbers in 2020.

The specific week-ending dates used in this month’s report are as follows:

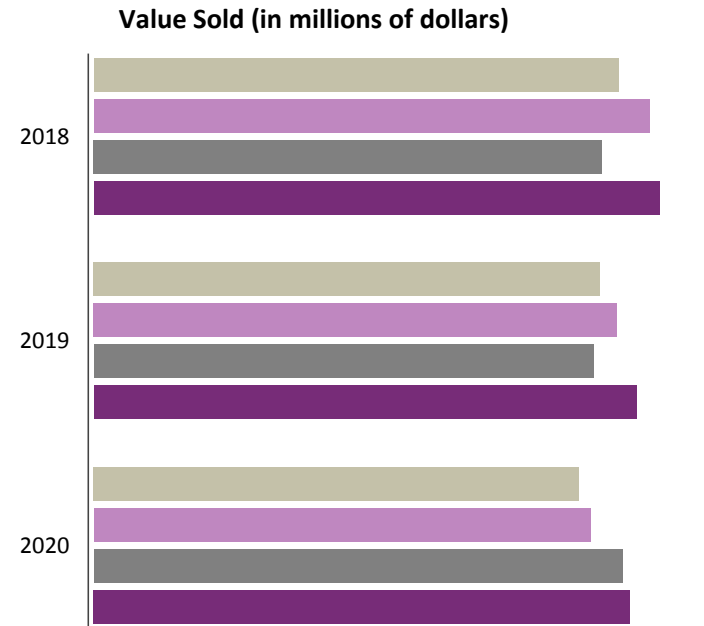
	2018	2019	2020
Week 23	2018-06-10	2019-06-09	2020-06-07
Week 24	2018-06-17	2019-06-16	2020-06-14
Week 25	2018-06-24	2019-06-23	2020-06-21
Week 26	2018-07-01	2019-06-30	2020-06-28

ALL MARKET



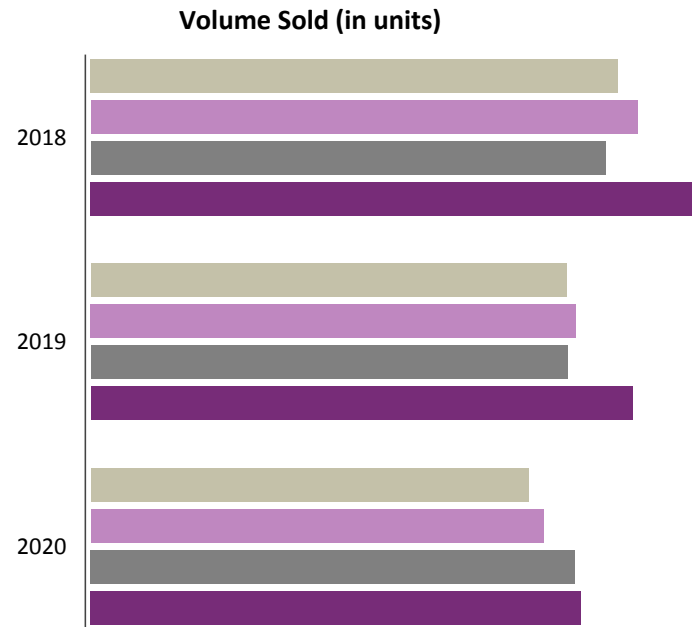
		2018	2019	2020
	Week 23	932,661	899,226	892,924
	Week 24	976,249	913,005	897,836
	Week 25	916,212	898,662	951,050
	Week 26	1,051,231	992,353	954,729
	Total	3,876,353	3,703,246	3,696,539

ALL MARKET



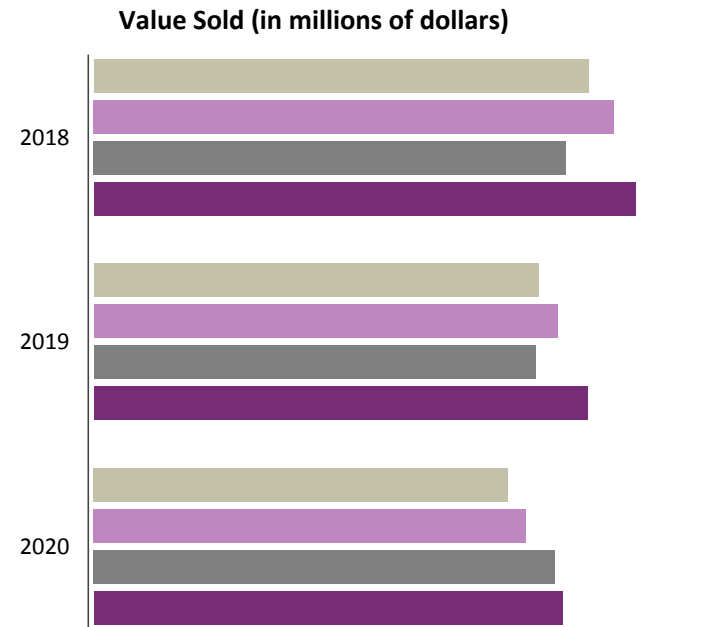
		2018	2019	2020
	Week 23	\$19,008,303	\$18,322,013	\$17,562,400
	Week 24	\$20,117,025	\$18,943,255	\$17,991,584
	Week 25	\$18,397,866	\$18,088,420	\$19,154,225
	Week 26	\$20,487,040	\$19,643,525	\$19,413,773
	Total	\$78,010,233	\$74,997,213	\$74,121,981

RING FENCE MARKET



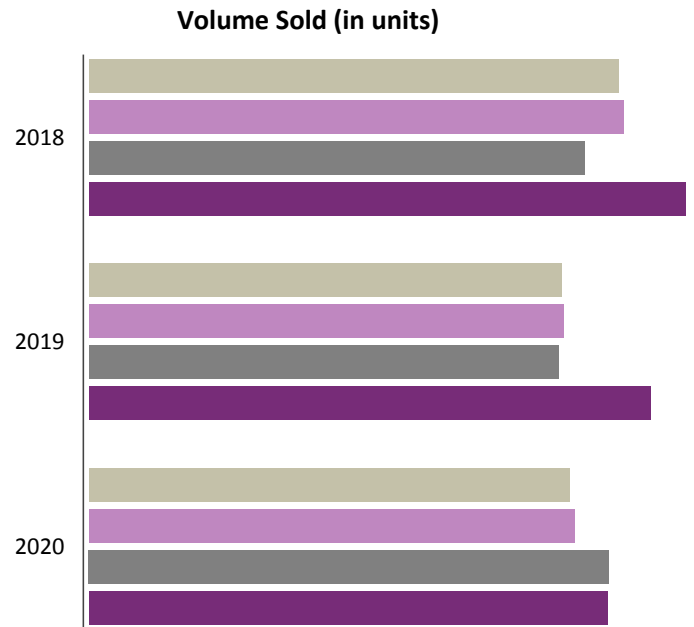
		2018	2019	2020
	Week 23	806,894	727,938	670,338
	Week 24	837,235	742,607	693,372
	Week 25	787,800	729,751	740,958
	Week 26	919,958	828,578	750,040
	Total	3,351,887	3,028,874	2,854,708

RING FENCE MARKET



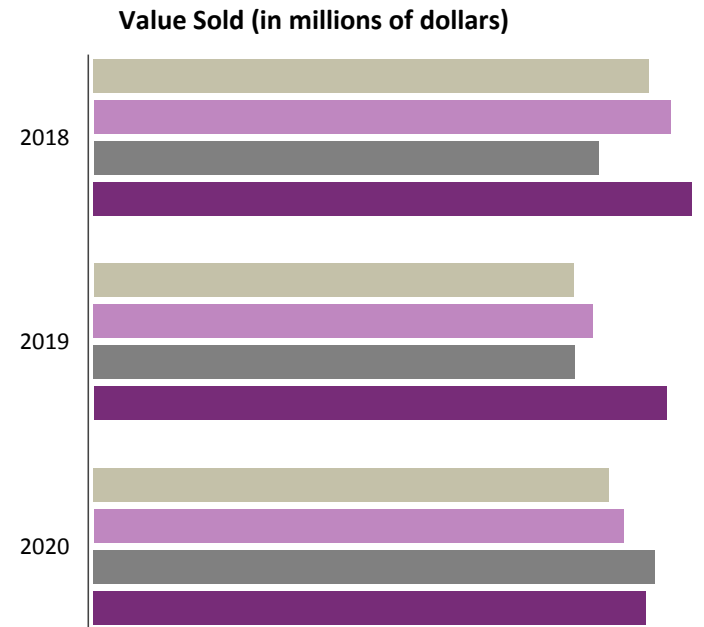
		2018	2019	2020
	Week 23	\$16,275,103	\$14,646,104	\$13,631,837
	Week 24	\$17,124,912	\$15,272,138	\$14,227,421
	Week 25	\$15,537,756	\$14,532,110	\$15,176,483
	Week 26	\$17,840,587	\$16,242,279	\$15,428,731
	Total	\$66,778,358	\$60,692,631	\$58,464,472

FICTION: ALL MARKET



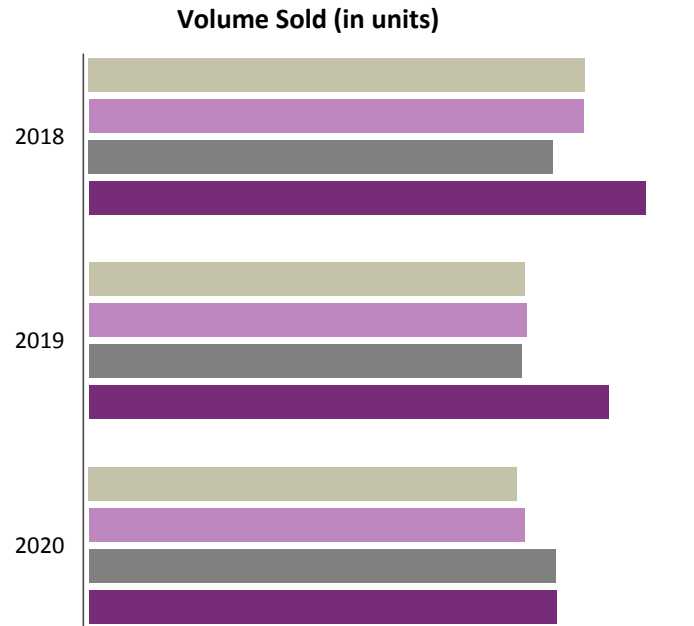
		2018	2019	2020
	Week 23	270,189	241,053	245,288
	Week 24	272,789	242,019	247,755
	Week 25	252,871	239,765	265,408
	Week 26	304,390	286,540	264,608
	Total	1,100,239	1,009,377	1,023,059

FICTION: ALL MARKET



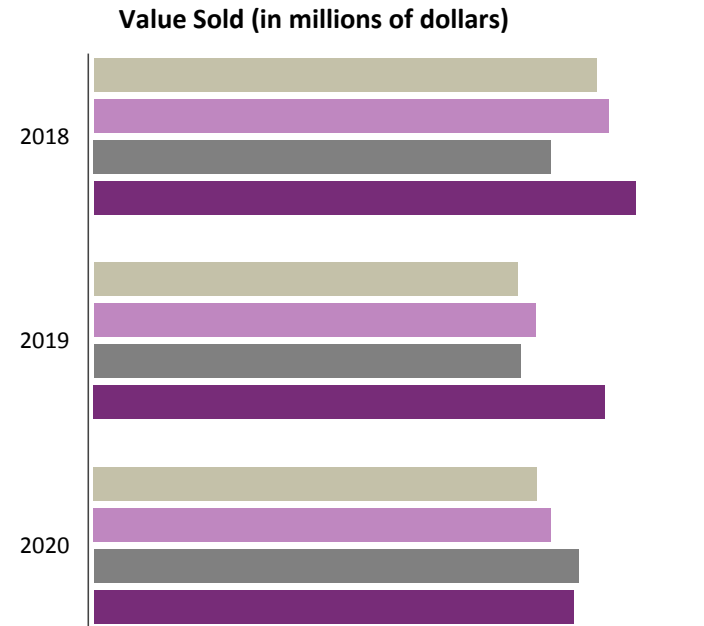
		2018	2019	2020
	Week 23	\$5,574,737	\$4,813,550	\$5,172,293
	Week 24	\$5,790,337	\$5,011,123	\$5,318,128
	Week 25	\$5,069,202	\$4,829,227	\$5,632,720
	Week 26	\$6,004,522	\$5,751,223	\$5,545,764
	Total	\$22,438,798	\$20,405,123	\$21,668,905

FICTION: RING FENCE MARKET



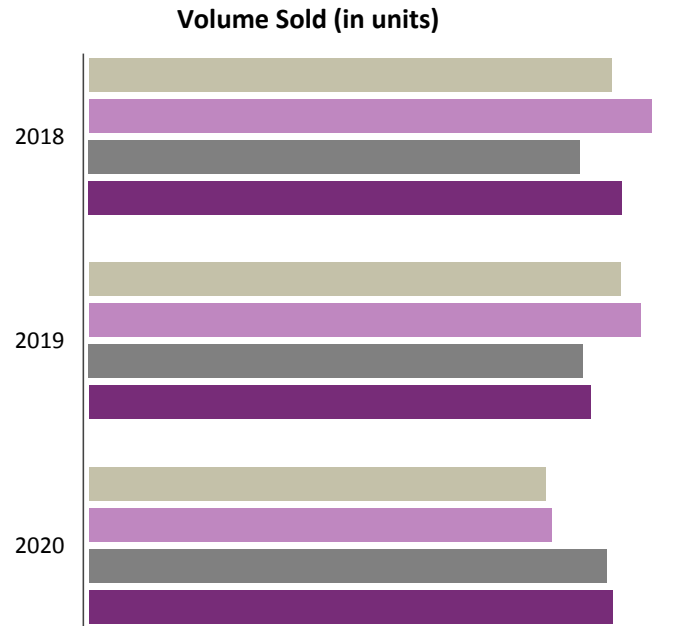
		2018	2019	2020
	Week 23	244,924	215,145	211,371
	Week 24	244,340	216,092	214,956
	Week 25	229,217	213,742	230,447
	Week 26	274,969	256,447	231,044
	Total	993,450	901,426	887,818

FICTION: RING FENCE MARKET



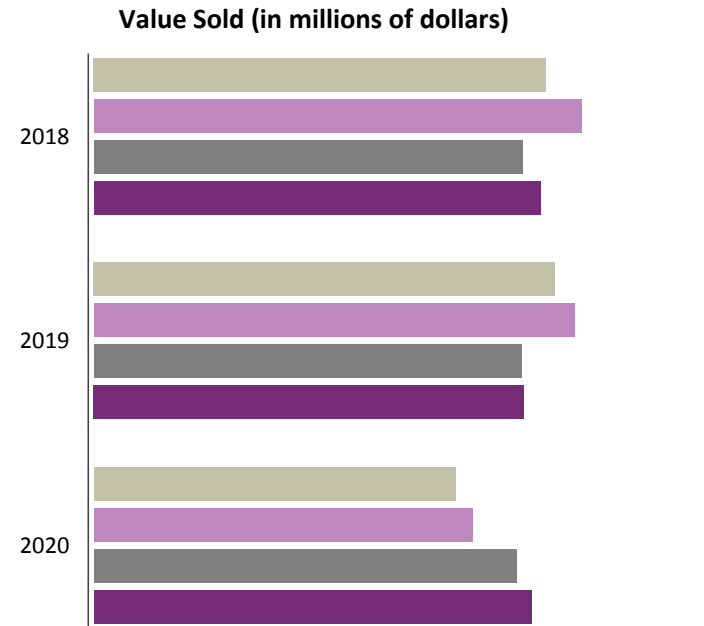
		2018	2019	2020
	Week 23	\$5,046,904	\$4,253,874	\$4,451,279
	Week 24	\$5,169,452	\$4,435,104	\$4,590,440
	Week 25	\$4,588,552	\$4,284,277	\$4,863,522
	Week 26	\$5,437,007	\$5,132,974	\$4,816,471
	Total	\$20,241,916	\$18,106,229	\$18,721,711

NON-FICTION: ALL MARKET



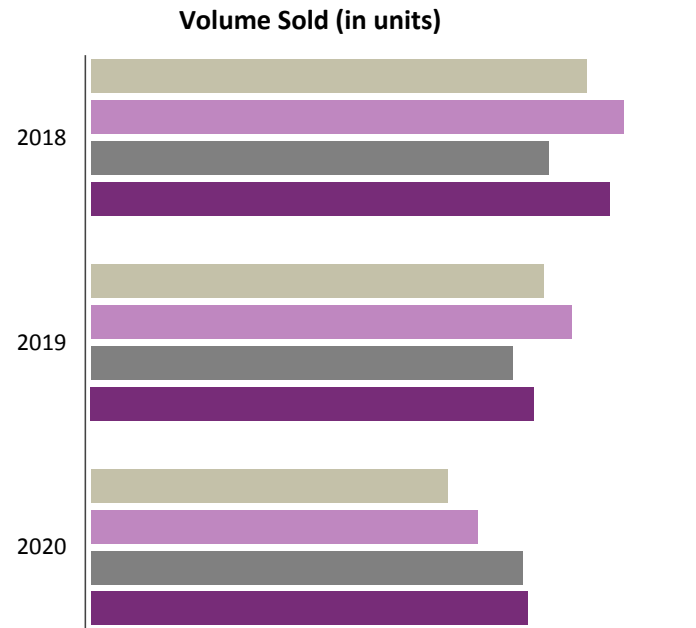
		2018	2019	2020
	Week 23	301,113	306,333	263,129
	Week 24	324,024	317,654	266,676
	Week 25	282,967	284,630	298,092
	Week 26	307,070	289,144	301,575
	Total	1,215,174	1,197,761	1,129,472

NON-FICTION: ALL MARKET



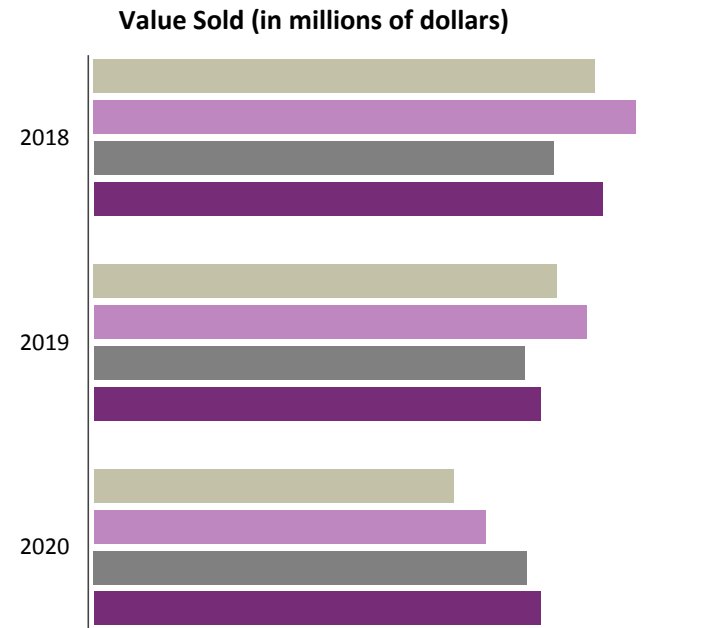
		2018	2019	2020
	Week 23	\$8,185,114	\$8,353,413	\$6,550,178
	Week 24	\$8,831,293	\$8,700,274	\$6,857,670
	Week 25	\$7,756,589	\$7,747,796	\$7,655,279
	Week 26	\$8,086,618	\$7,788,952	\$7,921,817
	Total	\$32,859,614	\$32,590,436	\$28,984,945

NON-FICTION: RING FENCE MARKET



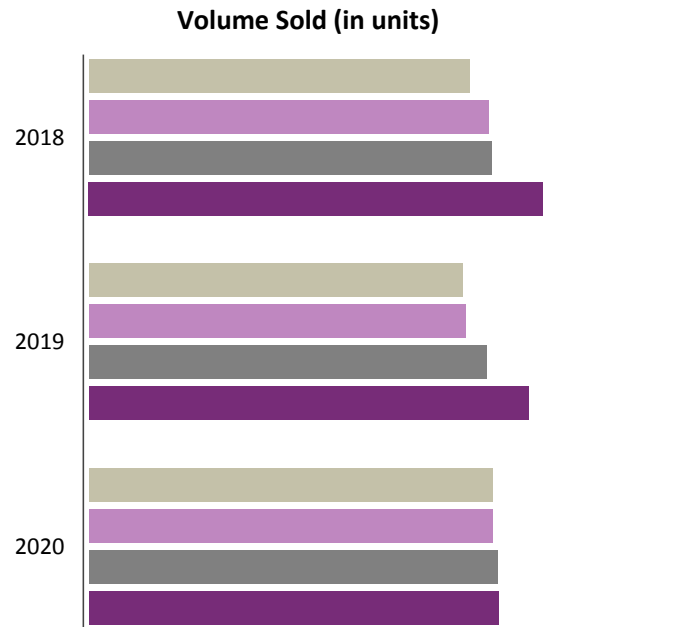
		2018	2019	2020
	Week 23	244,821	223,478	176,262
	Week 24	263,035	237,201	190,782
	Week 25	225,964	208,108	213,046
	Week 26	256,030	218,852	215,707
	Total	989,850	887,639	795,797

NON-FICTION: RING FENCE MARKET



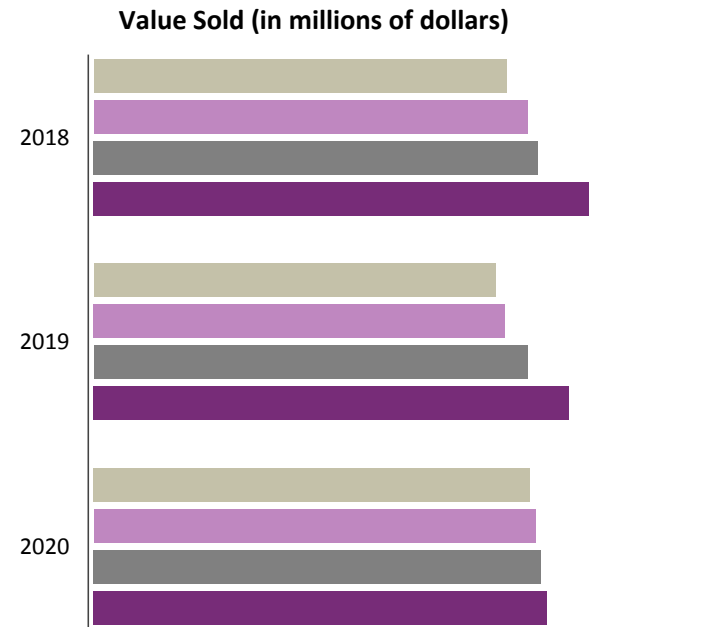
		2018	2019	2020
	Week 23	\$6,600,016	\$6,097,334	\$4,734,166
	Week 24	\$7,140,909	\$6,486,400	\$5,160,854
	Week 25	\$6,049,574	\$5,671,729	\$5,706,145
	Week 26	\$6,698,763	\$5,878,463	\$5,881,004
	Total	\$26,489,262	\$24,133,926	\$21,482,170

JUVENILE: ALL MARKET



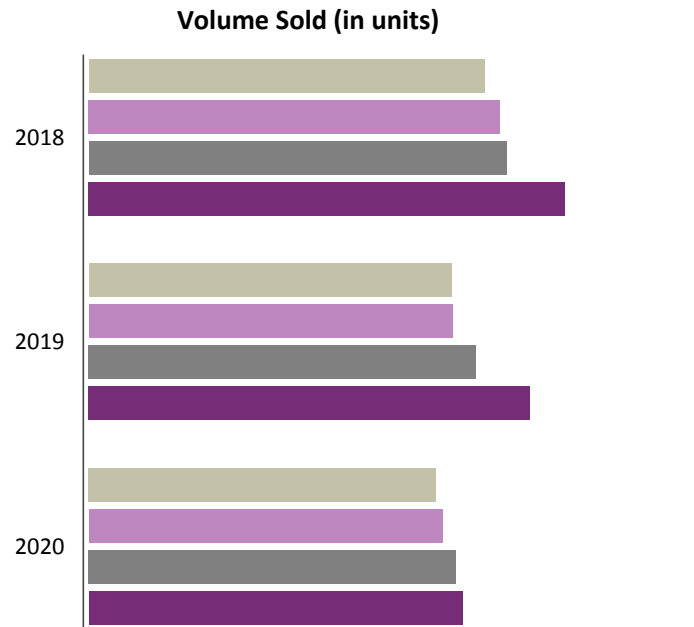
		2018	2019	2020
	Week 23	313,004	307,252	332,437
	Week 24	328,850	309,789	332,222
	Week 25	331,496	327,466	336,278
	Week 26	373,822	361,672	336,912
	Total	1,347,172	1,306,179	1,337,849

JUVENILE: ALL MARKET



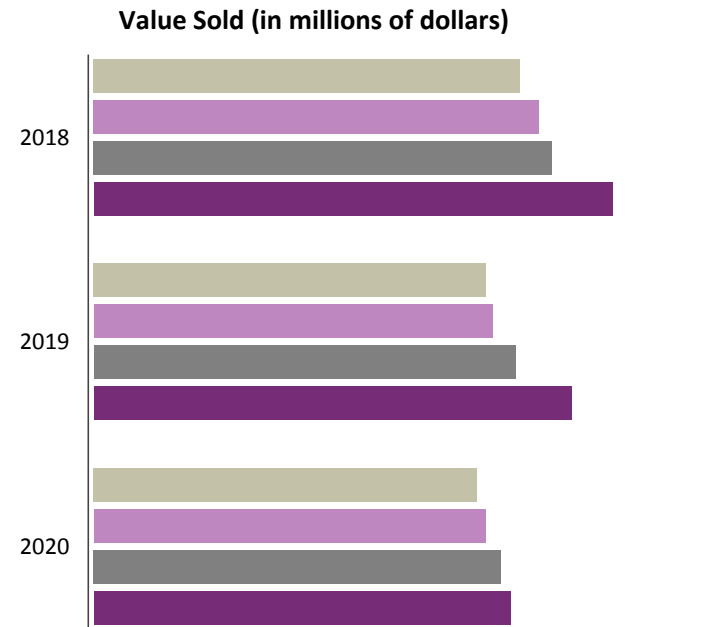
		2018	2019	2020
	Week 23	\$4,413,997	\$4,295,219	\$4,667,700
	Week 24	\$4,638,719	\$4,397,607	\$4,726,611
	Week 25	\$4,750,989	\$4,638,936	\$4,784,306
	Week 26	\$5,297,986	\$5,082,444	\$4,848,340
	Total	\$19,101,691	\$18,414,207	\$19,026,957

JUVENILE: RING FENCE MARKET



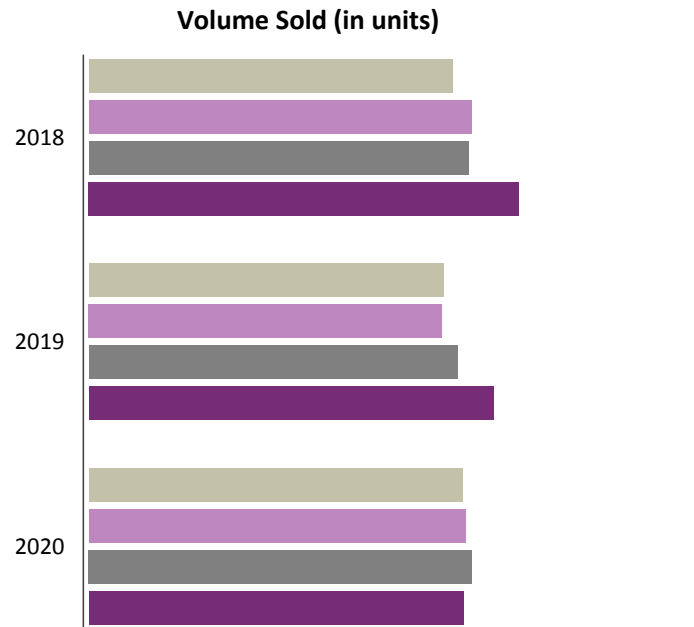
		2018	2019	2020
	Week 23	273,261	250,884	240,050
	Week 24	284,267	251,518	244,381
	Week 25	288,625	267,554	253,789
	Week 26	329,064	304,962	258,449
	Total	1,175,217	1,074,918	996,669

JUVENILE: RING FENCE MARKET



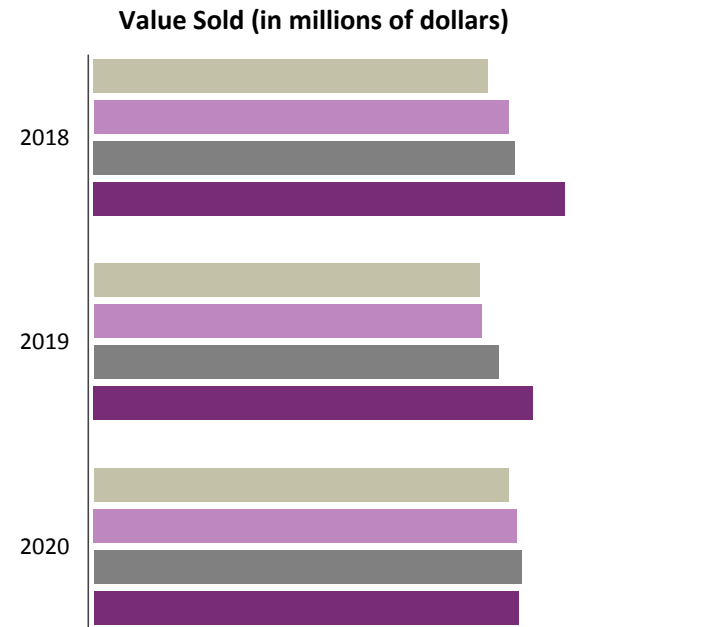
		2018	2019	2020
	Week 23	\$3,856,845	\$3,551,203	\$3,470,560
	Week 24	\$4,030,102	\$3,609,808	\$3,546,087
	Week 25	\$4,148,029	\$3,816,019	\$3,685,568
	Week 26	\$4,693,020	\$4,321,654	\$3,772,316
	Total	\$16,727,996	\$15,298,684	\$14,474,531

JUVENILE FICTION: ALL MARKET



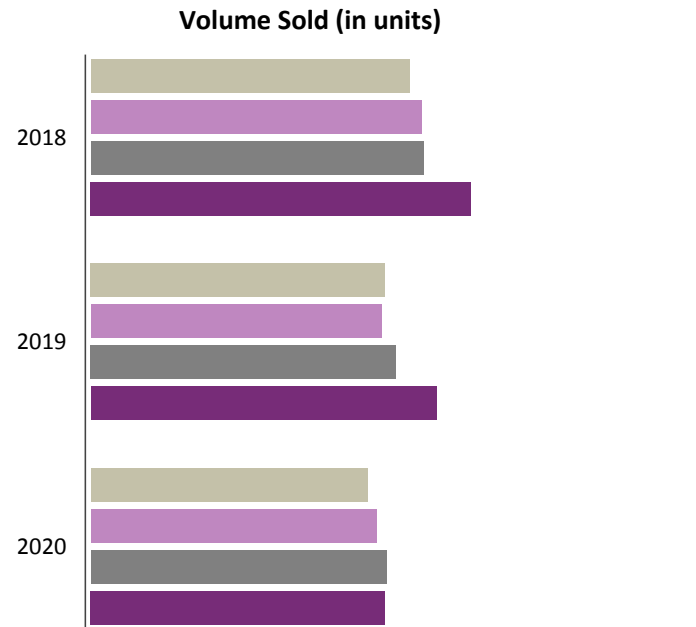
		2018	2019	2020
	Week 23	239,574	233,477	245,823
	Week 24	251,681	232,561	247,925
	Week 25	250,068	242,485	252,220
	Week 26	283,249	266,504	246,628
	Total	1,024,572	975,027	992,596

JUVENILE FICTION: ALL MARKET



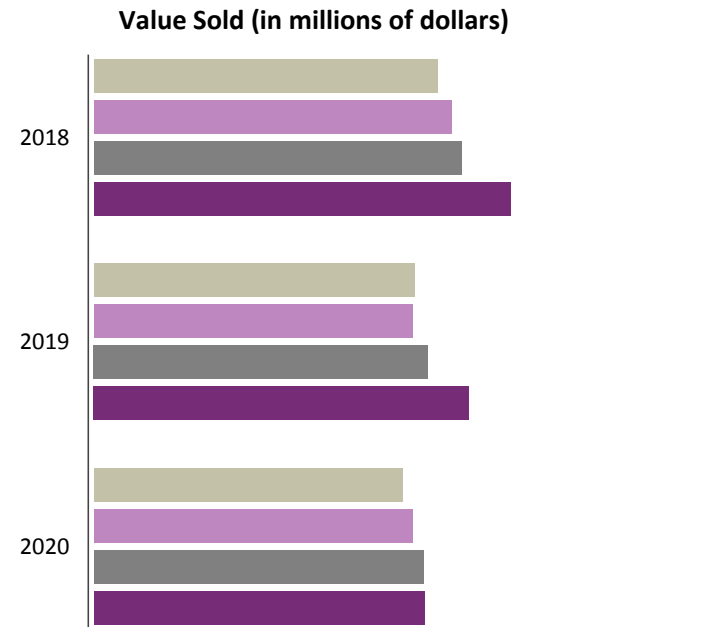
		2018	2019	2020
	Week 23	\$3,245,502	\$3,176,067	\$3,414,107
	Week 24	\$3,413,574	\$3,190,589	\$3,483,957
	Week 25	\$3,467,185	\$3,331,756	\$3,519,126
	Week 26	\$3,877,554	\$3,613,579	\$3,494,824
	Total	\$14,003,815	\$13,311,990	\$13,912,015

JUVENILE FICTION: RING FENCE MARKET



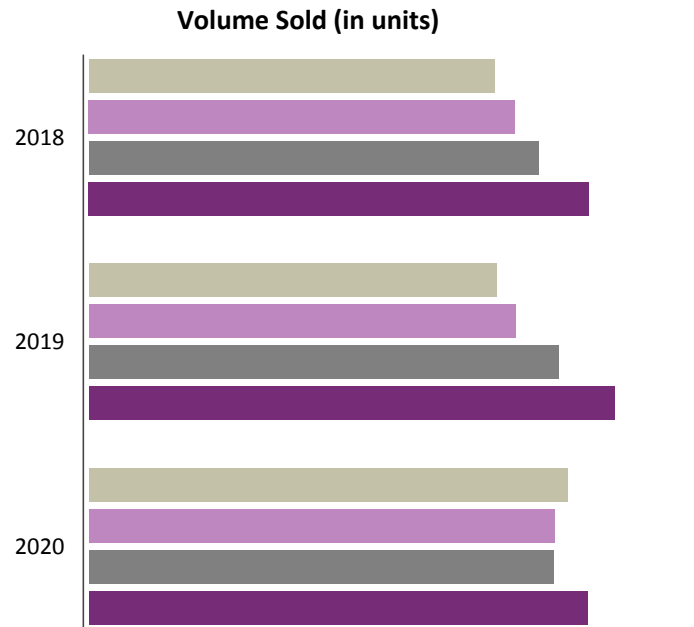
		2018	2019	2020
	Week 23	209,858	193,562	181,928
	Week 24	217,606	191,109	188,059
	Week 25	218,986	200,978	194,716
	Week 26	250,335	227,619	193,661
	Total	896,785	813,268	758,364

JUVENILE FICTION: RING FENCE MARKET



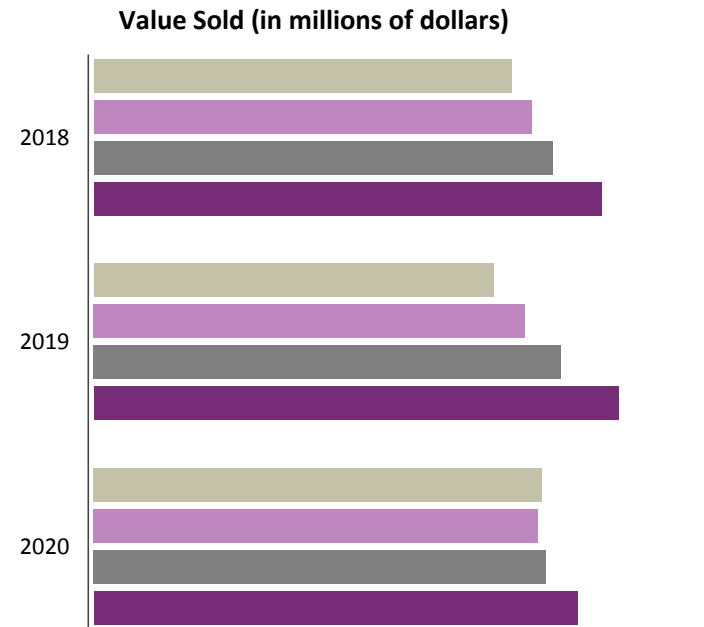
		2018	2019	2020
	Week 23	\$2,826,315	\$2,641,342	\$2,540,328
	Week 24	\$2,944,776	\$2,623,341	\$2,621,422
	Week 25	\$3,024,579	\$2,749,652	\$2,711,119
	Week 26	\$3,431,399	\$3,087,306	\$2,721,067
	Total	\$12,227,068	\$11,101,641	\$10,593,937

JUVENILE NON-FICTION: ALL MARKET



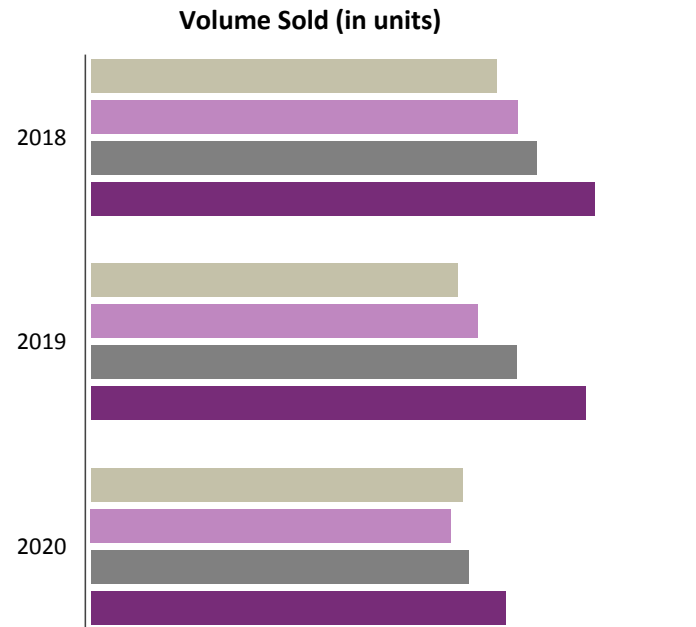
		2018	2019	2020
	Week 23	73,430	73,775	86,614
	Week 24	77,169	77,228	84,297
	Week 25	81,428	84,981	84,058
	Week 26	90,573	95,168	90,284
	Total	322,600	331,152	345,253

JUVENILE NON-FICTION: ALL MARKET



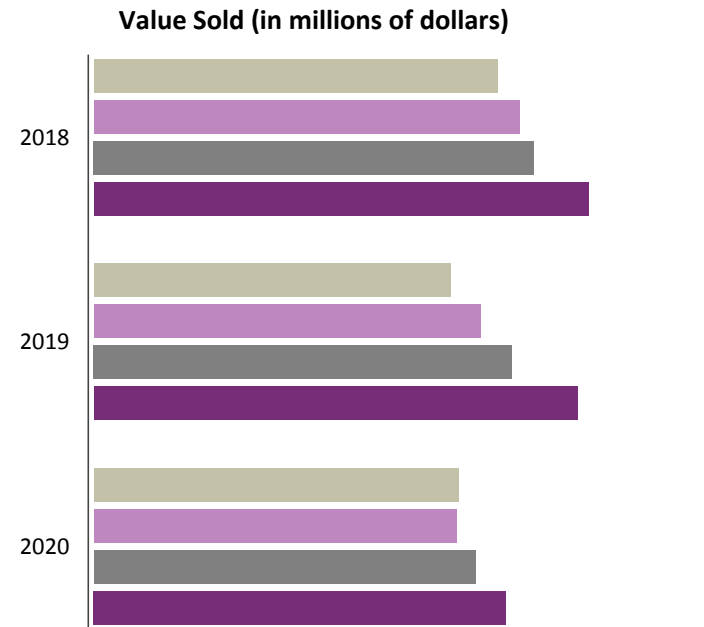
		2018	2019	2020
	Week 23	\$1,168,495	\$1,119,152	\$1,253,592
	Week 24	\$1,225,145	\$1,207,019	\$1,242,654
	Week 25	\$1,283,804	\$1,307,181	\$1,265,180
	Week 26	\$1,420,432	\$1,468,865	\$1,353,516
	Total	\$5,097,876	\$5,102,216	\$5,114,941

JUVENILE NON-FICTION: RING FENCE MARKET



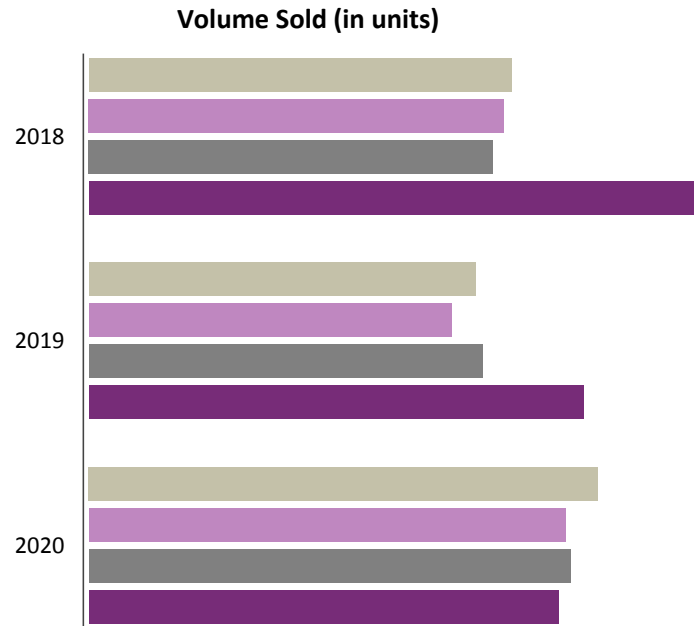
		2018	2019	2020
	Week 23	63,403	57,322	58,122
	Week 24	66,661	60,409	56,322
	Week 25	69,639	66,576	59,073
	Week 26	78,729	77,343	64,788
	Total	278,432	261,650	238,305

JUVENILE NON-FICTION: RING FENCE MARKET



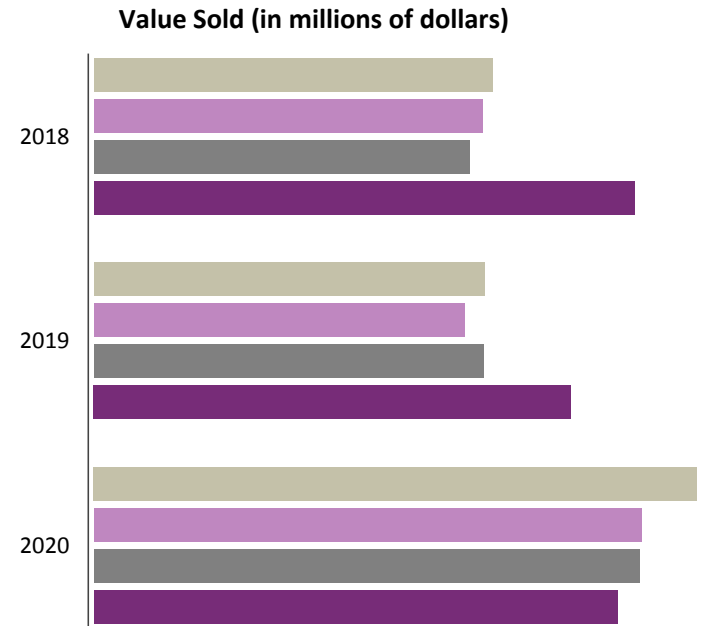
		2018	2019	2020
	Week 23	\$1,030,530	\$909,861	\$930,232
	Week 24	\$1,085,327	\$986,467	\$924,665
	Week 25	\$1,123,450	\$1,066,367	\$974,449
	Week 26	\$1,261,620	\$1,234,349	\$1,051,248
	Total	\$4,500,927	\$4,197,043	\$3,880,595

YOUNG ADULT: ALL MARKET



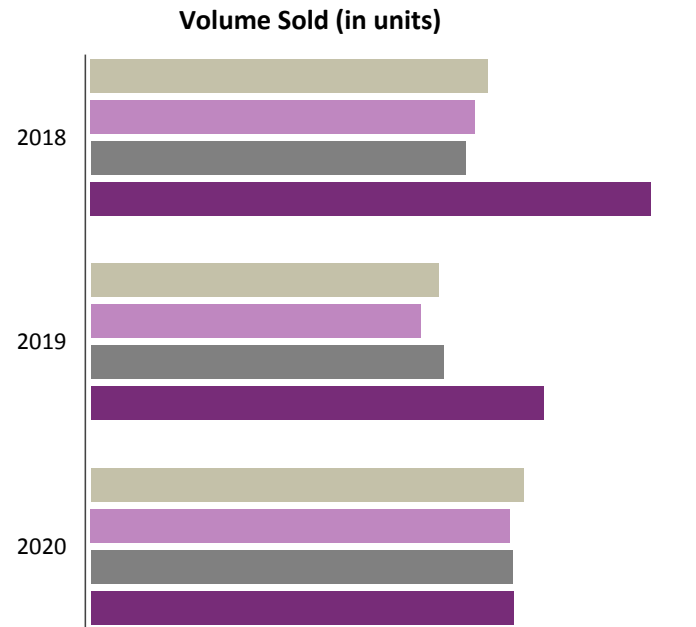
		2018	2019	2020
	Week 23	34,759	31,825	41,906
	Week 24	34,153	29,837	39,232
	Week 25	33,247	32,386	39,656
	Week 26	49,852	40,688	38,656
	Total	152,011	134,736	159,450

YOUNG ADULT: ALL MARKET



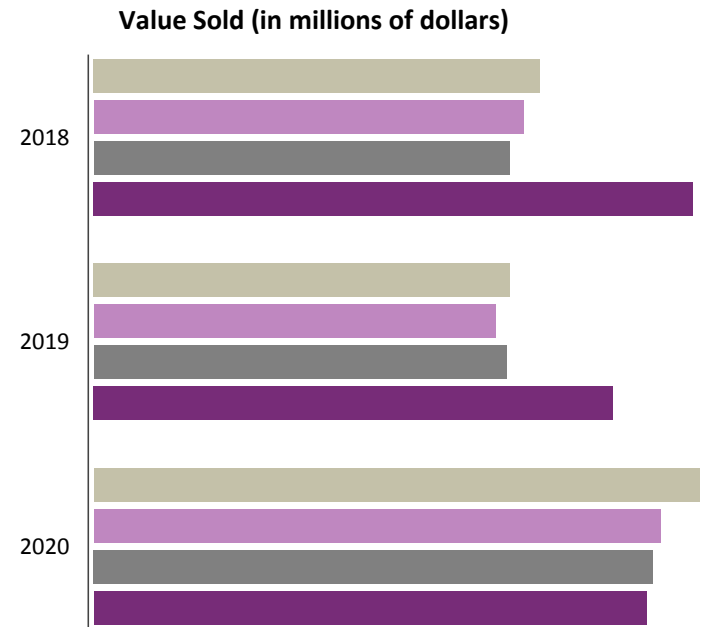
		2018	2019	2020
	Week 23	\$655,868	\$643,021	\$993,043
	Week 24	\$640,244	\$609,680	\$901,010
	Week 25	\$617,884	\$641,103	\$898,281
	Week 26	\$890,172	\$785,422	\$861,904
	Total	\$2,804,168	\$2,679,227	\$3,654,238

YOUNG ADULT: RING FENCE MARKET



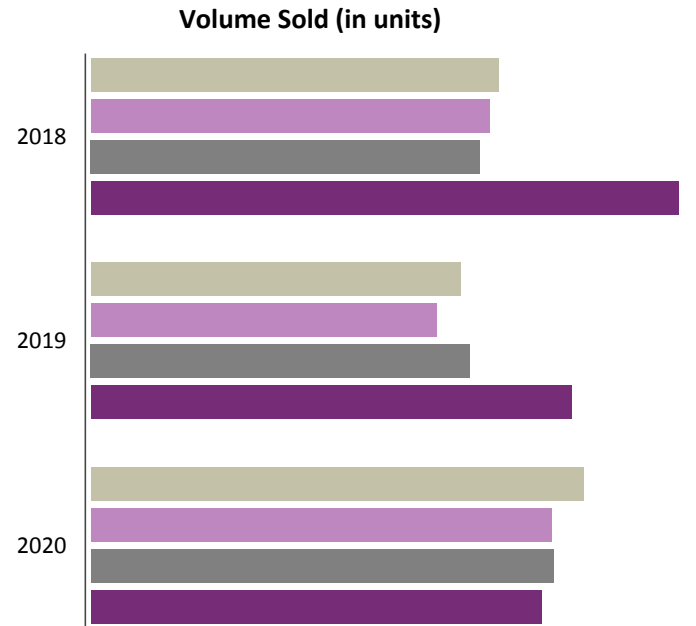
		2018	2019	2020
	Week 23	32,681	28,595	35,593
	Week 24	31,614	27,145	34,491
	Week 25	30,817	29,031	34,716
	Week 26	46,103	37,254	34,775
	Total	141,215	122,025	139,575

YOUNG ADULT: RING FENCE MARKET



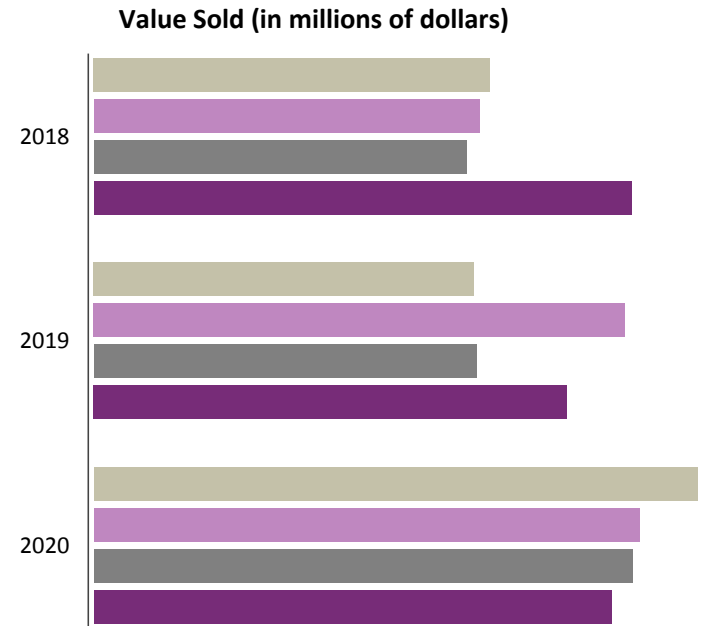
		2018	2019	2020
	Week 23	\$616,662	\$575,326	\$837,296
	Week 24	\$594,383	\$554,973	\$783,466
	Week 25	\$574,355	\$570,522	\$773,013
	Week 26	\$828,559	\$718,076	\$764,267
	Total	\$2,613,959	\$2,418,897	\$3,158,042

YOUNG ADULT FICTION: ALL MARKET



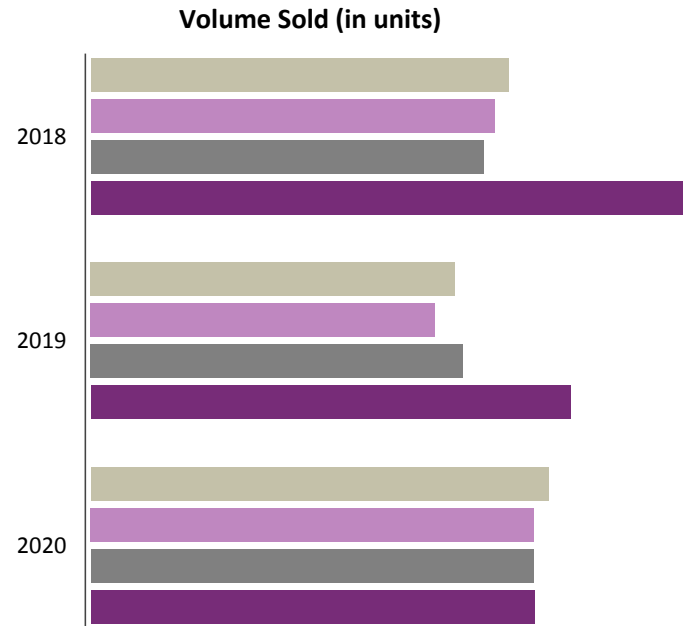
		2018	2019	2020
	Week 23	33,550	30,441	40,550
	Week 24	32,789	28,440	37,923
	Week 25	32,025	31,197	38,054
	Week 26	48,379	39,537	37,113
	Total	146,743	129,615	153,640

YOUNG ADULT FICTION: ALL MARKET



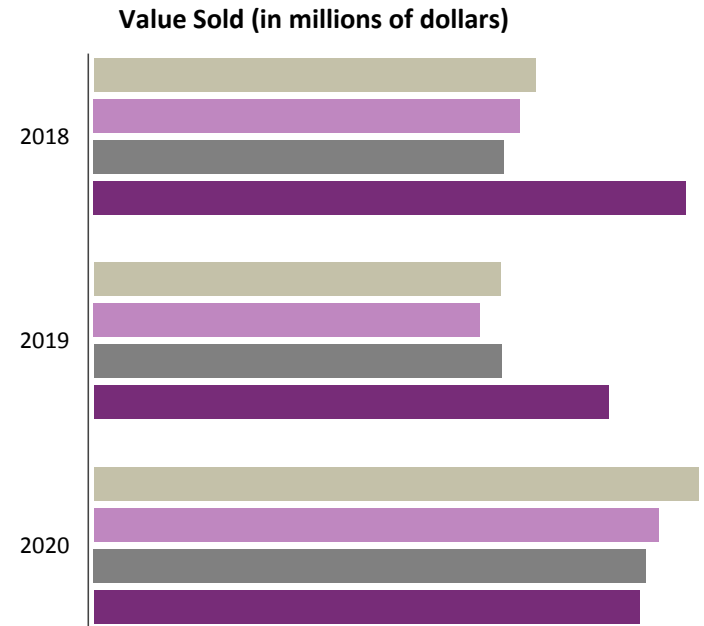
		2018	2019	2020
	Week 23	\$632,809	\$607,119	\$963,513
	Week 24	\$615,815	\$568,079	\$871,571
	Week 25	\$594,829	\$611,279	\$859,984
	Week 26	\$858,072	\$755,314	\$826,795
	Total	\$2,701,524	\$2,541,791	\$3,521,862

YOUNG ADULT FICTION: RING FENCE MARKET



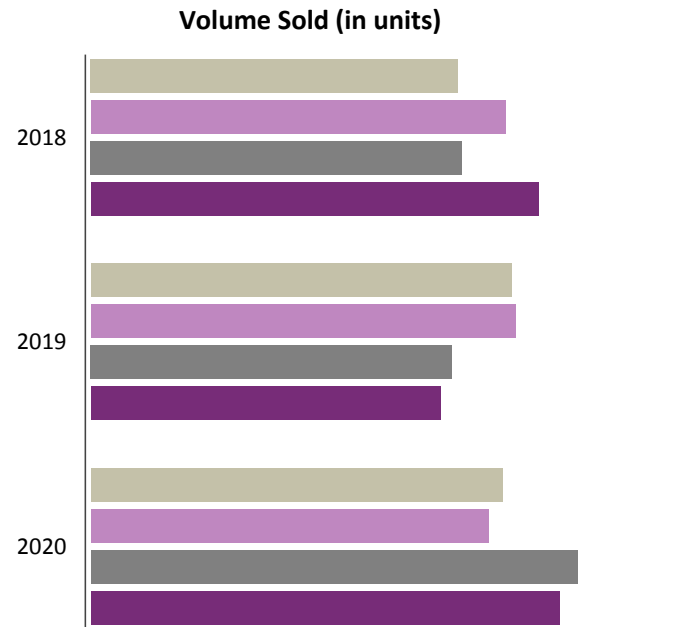
		2018	2019	2020
	Week 23	31,599	27,569	34,649
	Week 24	30,568	26,056	33,557
	Week 25	29,741	28,185	33,493
	Week 26	44,774	36,313	33,576
	Total	136,682	118,123	135,275

YOUNG ADULT FICTION: RING FENCE MARKET



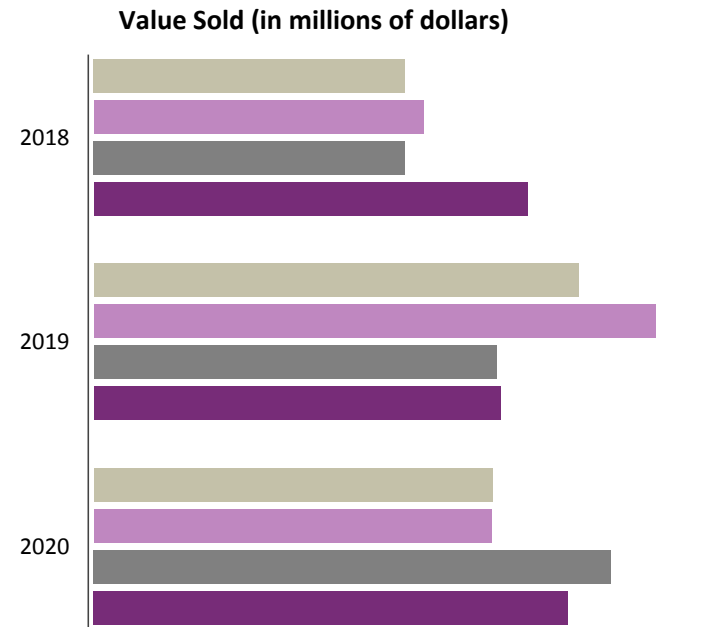
		2018	2019	2020
	Week 23	\$595,721	\$548,669	\$816,051
	Week 24	\$575,088	\$521,295	\$761,853
	Week 25	\$553,742	\$550,048	\$745,114
	Week 26	\$799,083	\$694,280	\$736,537
	Total	\$2,523,634	\$2,314,291	\$3,059,554

YOUNG ADULT NON-FICTION: ALL MARKET



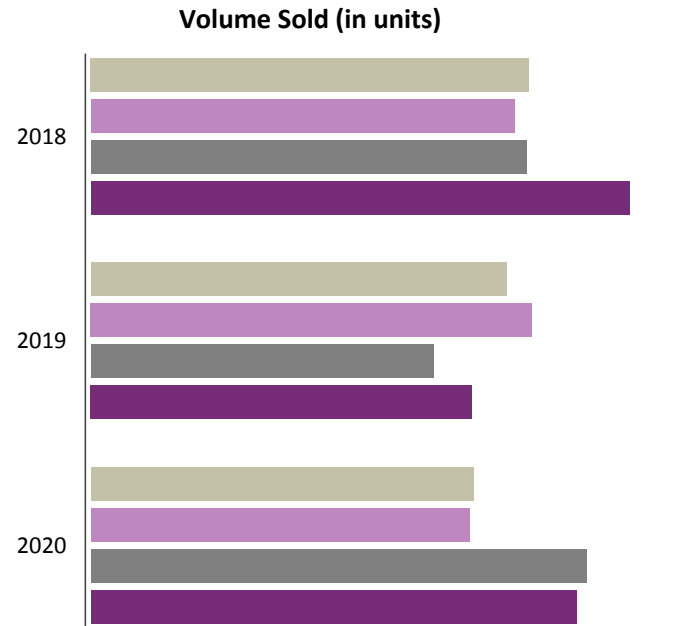
		2018	2019	2020
	Week 23	1,209	1,384	1,356
	Week 24	1,364	1,397	1,309
	Week 25	1,222	1,189	1,602
	Week 26	1,473	1,151	1,543
	Total	5,268	5,121	5,810

YOUNG ADULT NON-FICTION: ALL MARKET



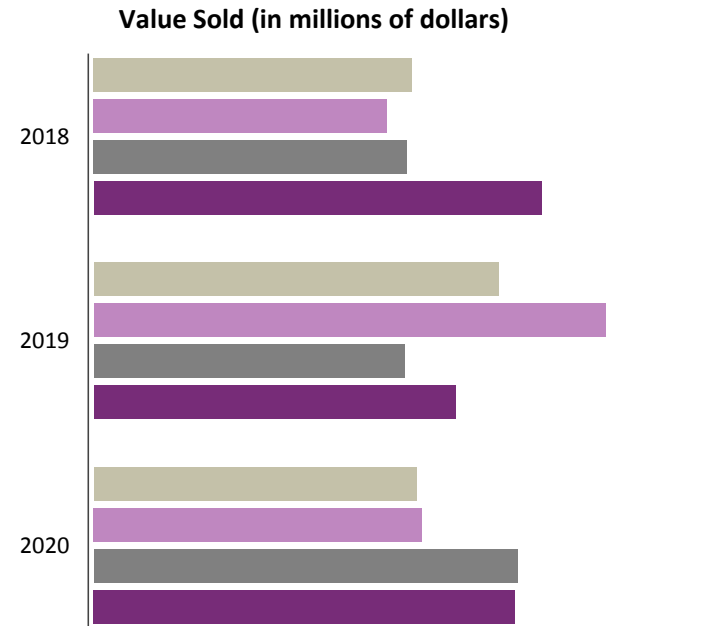
		2018	2019	2020
	Week 23	\$23,059	\$35,903	\$29,530
	Week 24	\$24,429	\$41,601	\$29,439
	Week 25	\$23,055	\$29,823	\$38,297
	Week 26	\$32,100	\$30,109	\$35,110
	Total	\$102,644	\$137,436	\$132,376

YOUNG ADULT NON-FICTION: RING FENCE MARKET



		2018	2019	2020
	Week 23	1,082	1,026	944
	Week 24	1,046	1,089	934
	Week 25	1,076	846	1,223
	Week 26	1,329	941	1,199
	Total	4,533	3,902	4,300

YOUNG ADULT NON-FICTION: RING FENCE MARKET



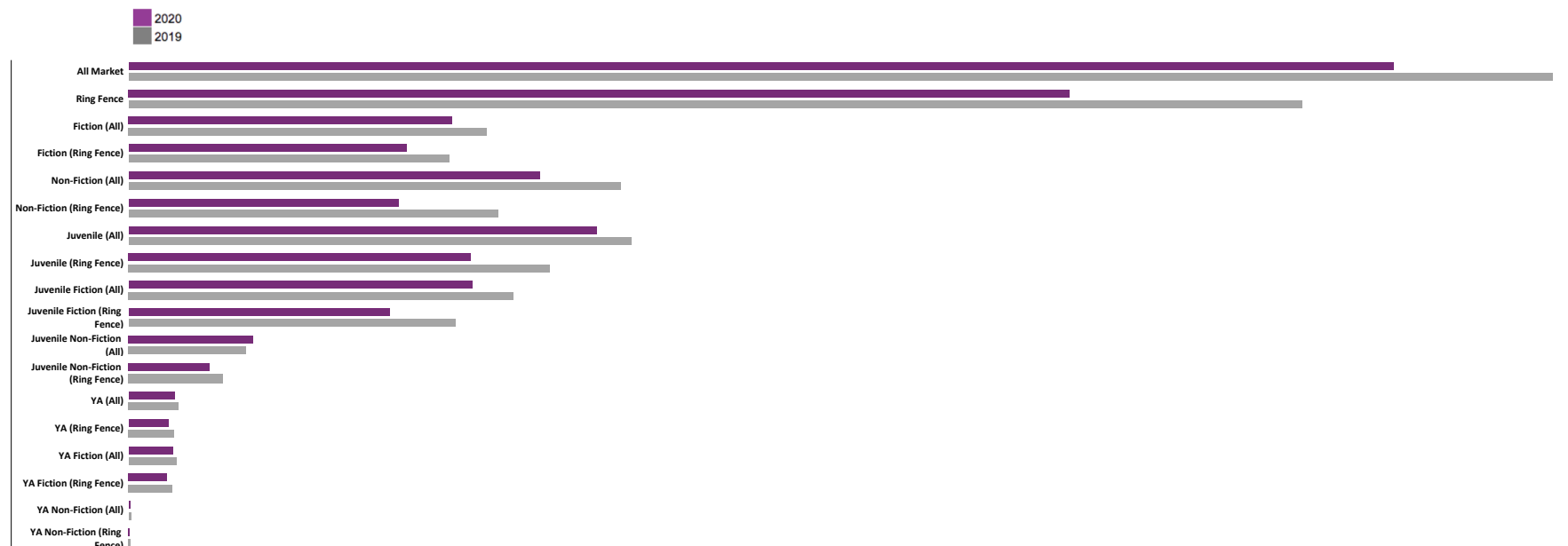
		2018	2019	2020
	Week 23	\$20,941	\$26,657	\$21,245
	Week 24	\$19,295	\$33,679	\$21,613
	Week 25	\$20,614	\$20,475	\$27,899
	Week 26	\$29,475	\$23,796	\$27,730
	Total	\$90,325	\$104,606	\$98,488

YEAR-TO-DATE COMPARISON: VOLUME

The week-ending dates:

	2019	2020
Week 26	2019-06-30	2020-06-28

Volume Sold Year-to-Date



	All Market	Ring Fence	Fiction (All)	Fiction (Ring Fence)	Non-Fiction (All)	Non-Fiction (Ring Fence)	Juvenile (All)	Juvenile (Ring Fence)	Juvenile Fiction (All)	Juvenile Fiction (Ring Fence)	Juvenile Non-Fiction (All)	Juvenile Non-Fiction (Ring Fence)	YA (All)	YA (Ring Fence)	YA Fiction (All)	YA Fiction (Ring Fence)	YA Non-Fiction (All)	YA Non-Fiction (Ring Fence)
2020	20,948,542	15,579,762	5,361,449	4,604,104	6,808,085	4,469,582	7,752,664	5,664,009	5,686,346	4,324,128	2,066,318	1,339,881	757,796	658,683	731,081	638,952	26,715	19,731
2019	23,580,218	19,433,010	5,929,845	5,308,940	8,144,397	6,118,100	8,325,189	6,975,461	6,377,224	5,409,193	1,947,965	1,566,268	828,598	755,865	789,303	724,920	39,295	30,945

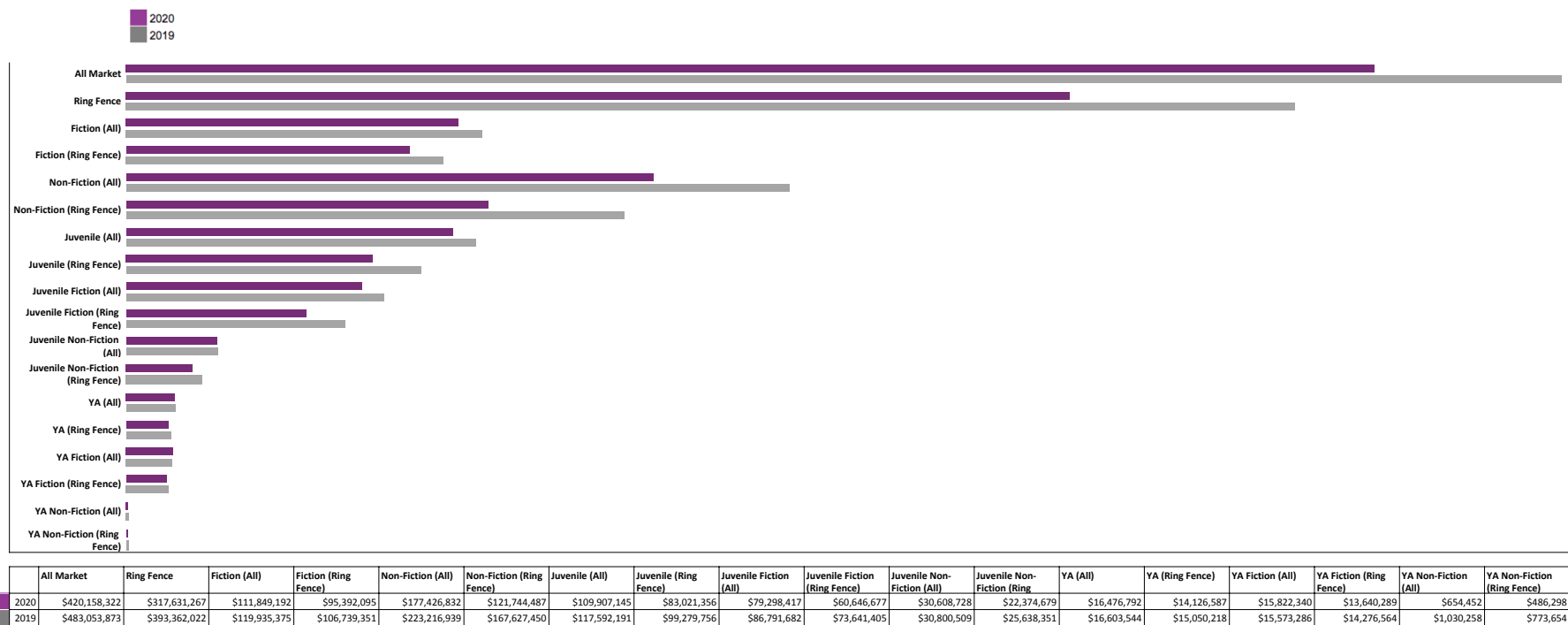
YEAR-TO-DATE COMPARISON: VALUE

The week-ending dates:

	2019	2020
Week 26	2019-06-30	2020-06-28

Value Sold Year-to-Date

(in millions of dollars)



WEEK NUMBERS: 2020

January: Week beginning Dec. 30 and ending Feb. 2

- Week 1
- Week 2
- Week 3
- Week 4
- Week 5

February: Week beginning Feb. 3 and ending March 1

- Week 6
- Week 7
- Week 8
- Week 9

March: Week beginning March 2 and ending March 29

- Week 10
- Week 11
- Week 12
- Week 13

April: Week beginning March 30 and ending May 3

- Week 14
- Week 15
- Week 16
- Week 17
- Week 18

May: Week beginning May 4 and ending May 31

- Week 19
- Week 20
- Week 21
- Week 22

June: Week beginning June 1 and ending June 28

- Week 23
- Week 24
- Week 25
- Week 26

July: Week beginning June 29 and ending Aug. 2

- Week 27
- Week 28
- Week 29
- Week 30
- Week 31

August: Week beginning Aug. 3 and ending Aug. 30

- Week 32
- Week 33
- Week 34
- Week 35

September: Week beginning Aug. 31 and ending Sep. 27

- Week 36
- Week 37
- Week 38
- Week 39

October: Week beginning Sep. 28 and ending Nov. 1

- Week 40
- Week 41
- Week 42
- Week 43
- Week 44

November: Week beginning Nov. 2 and ending Nov. 29

- Week 45
- Week 46
- Week 47
- Week 48

December: Week beginning Nov. 30 and ending Jan. 3

- Week 49
- Week 50
- Week 51
- Week 52
- Week 53